

**Les Chapeaux Charmants, 5.77**

Hearns specialized price for these hats of newest fashions is a value so distinctive that at no other store in the city can such a sum command such quality, assortments and modes.

STORE OPEN 9 A. M. to 5 P. M.

**HEARN**

Fourteenth Street

West of Fifth Avenue

**18TH GREAT SPRING SALE—SECOND WEEK****ECONOMIES for EVERYONE****Easter Apparel and New Spring Merchandise****Special Values, Representing Every Department in the Store**SEE OUR FULL PAGE  
FASHION ADVERTISEMENT  
IN GRAVURE SECTIONSEE OUR FULL PAGE  
FASHION ADVERTISEMENT  
IN GRAVURE SECTION**SMART SPRING WRAPS****To Cloak the Easter Suit**

Our collection of wraps includes an amazing variety of modes ranging from the short little sports coat to the long enveloping wrap gracefully draped or pleated. These examples at special prices merely suggest our styles and values.

C—The new triple tier cape of fine pleated navy blue serge is one of the season's most effective novelties. This one is exquisitely lined with flowered silk—our reg. \$69.74 ..... **52.50**  
Other navy blue serge capes with single pleating ..... Special 39.50

B—A new polo coat shows a novel design of stitching that is exceedingly attractive. The handsome all-silk lining has a colorful pattern. Other coats in sports or full length may be had at this value—our regular \$46.74 ..... **35.50**

A—A picturesque coat of navy blue tricotine shows the wide, enveloping drapery effect which has so recently come from Paris. The large collar is braided in black. Other coats at this price are of bolivia and camel's hair—our regular \$95.00. **72.50**

**Special Showing of  
Summer FLOOR COVERINGS**

For years Hearn's have specialized in various lines of light-weight grass and fibre rugs for use during the warm days of Summer.

Our discriminating customers require rugs that will make household tasks as simple and easy as possible while vacationing—colors and weaves that will harmonize gracefully with their decorative schemes—and quality which will withstand hard wear and tear from much usage.

All these rug attributes they find here in this department—each at its best.

**American Made Grass Rugs**

First quality—made of new, freshly cut prairie grass. They are woven into rug size and stencilled in various colors, harmonizing with the ground color of the rug. Colors are light blue, dark blue, rose, gray, tan and green. By the yard for Hall or Stairs.

9x12 ft. ....	16.97	18 inches .....	.81
8x10 ft. ....	14.97	21 inches .....	.94
6x9 ft. ....	10.47	27 inches .....	1.17
54x90 inches .....	7.97	36 inches .....	1.27
36x72 inches .....	2.97	54 inches .....	1.74
27x54 inches .....	2.09		
18x36 inches .....	.94		

**Wool and Fibre Rugs**

Reversible rug patterns—Chinese medallions—novelty borders—splendid quality—soft wool surface—heavy—will lay flat on floor—9x12 ft.—our reg. \$29.50—**21.94**

**Special Display**

Chenille Door Rope Portieres—complete assortment of colors—  
Single doors—chenille rope only ..... **3.97 to 5.47**  
With tapestry bands ..... **5.47 to 7.97**  
Double door—rope only ..... **5.47 to 9.97**  
With tapestry bands ..... **6.97 to 12.97**

**Coco Door Mats****1.27 to 3.27**

Pos sizes and good quality.

**Easter Suits for Boys**

Regular patrons of our Boys' Clothing Section take our moderate prices as a matter of course. They know that such values are the unfailing policy of this house, but customers who come here for the first time are amazed. "Why, there is not another store in the city that can offer such assortments and values," they exclaim.

**Boys' Navy Blue Serge Suits  
Special 19.50**

These are splendid suits of fine and medium wale all-wool serge. The tailoring is the kind that makes for style and service. Models full belted and lined with alpaca. Some have extra trousers. Sizes 8 to 17 years.

**Boys' Spring Suits  
Special 19.50  
Our reg. \$22.50**

The assortment at this price is so large that a boy can choose almost any kind of a suit he wishes—novelty checks, stripes, tweeds, heather mixtures and fancies. They are full belted and come in yoke and pleated styles. Majority have extra trousers. Sizes 6 to 15 years.

**Girls' Easter FROCKS and COATS**

Girlhood's own styles of new youthfulness and Springtime charm are here filling the Girls' Section to overflowing, all moderately priced.

**Spring Coats 11.77**

Our regular \$13.94

Useful little coats of navy blue serge or shepherd checks have large round collars of tan silk poplin or inlaid silk collar, and leather belts and smartly cut pockets—8 to 14 years.

**Spring Coats 16.82**

Finer Coats to 39.94

Smart models in sports are full length and show new ideas for youthful wearers. Materials are all wool cloths in navy blue, Pekin blue, reindeer, tan and checks. Yoke styles, narrow leather belts, big collars, some with rolling collar and new pockets—8 to 14 years.

Our regular \$18.94

**Dainty White Dresses 6.77**

Our regular \$7.94

Sheer lawn or voile frocks are prettily trimmed in many new ways. There are white ribbon sashes, lace and embroidery to make them fluffily lovely for Easter occasions—6 to 14 years.

Finer White Dresses to 16.94

**White Georgette****Dresses 20.76**

Many softly lovely frocks smartly made for the miss. Twillings of ribbon, fine laces, narrow ruffles and satin sashes make the most charming of Eastertide dresses—12 to 16 years.

Our regular \$22.94

**NEWEST TRICOTINE SUITS****To Welcome Eastertide**

Suits of navy blue Tricotines—styles are the essence of smart suitdom for Springtime. Many new models differing widely in charm and effect, but wanted in distinction, fine tailoring and moderate price center the interest of women and misses in our Suit Department as the ideal place to purchase Easter Suits.

**A Youthful Eton Suit for Misses**

An intricate pattern of embroidery ornaments front, back and sleeves of the smart little jacket. The collar is of buttonholes and coat facing are of tan velvety in a rich tan shade. Heavy gold novelty buttons fasten the jacket. A satin sash in graceful ends over the pleated skirt.

Our regular \$145.00 **129.00****An Exceptionally Smart Suit for Women**

Immense distinction is given this suit by the novel arrangement of vertical and horizontal lines of silk and dull gold embroidery which appear on front and back of the simply tailored coat. A beautifully patterned novelty silk makes a lining of unusual beauty.

Our regular \$129.00 **115.00**

Other new suits in widest assortments of materials and fashions for women and misses are priced from

**29.75 to 145.00****MORNING SPECIALS—Monday and Tuesday, Until 1 P. M.**

To prevent dealers buying, quantities restricted. No Mail or Telephone Orders.

\$1.27 Remsords	95	\$10.50 Boys' Corduroy Suits	8.75
Silk mixed, high lustre—large assortment of light and dark colors.		Semi-Venise models—light brown and mouse gray—full lined trousers.	
SILKS—MAIN FLOOR.		BOYS' CLOTHING—THIRD FLOOR.	
40 ct. Seersucker Gingham	33	\$2.97 Crepe Kimonos	2.38
Splendid assortment—various colored stripes—suitable house-dresses, aprons and children's wear.		In light blue, Copenhagen and rose—elastic belts—satin trimmed—sizes 36 to 44.	
WASH FABRICS—BASEMENT.		HOUSEDRESSES—SECOND FLOOR.	
37 ct. Silk Mixed Crepe de Chines	72	45 ct. Women's Benson Hose	38
All desirable colors—for street and evening wear.		Black—9, 9½, 10, 10½—seconds of our regular .65 quality.	
WASH FABRICS—BASEMENT.		HOSIERY—MAIN FLOOR.	
\$2.58 French Serge and Wool Taffetas	1.94	\$2.22 Baby Boys' Dresses and Suits	1.58
40 inches wide, all wool—fine twill—in tan, garnet, myrtle, navy and black.		Middle and jacket effects in gingham and chambray—light and dark—sizes to four years.	
DRESS GOODS—MAIN FLOOR.		INFANTS' WEAR—SECOND FLOOR.	
\$5.94 Young Men's Trousers	5.00	\$4.47 Floral Comfortables	3.00
Excellent wool Kerseys—in desirable stripes—sizes to 40 waist.		Cotton filled—full size.	
YOUNG MEN'S CLOTHING—THIRD FLOOR.		COMFORTABLES—BASEMENT.	

**Your Household Goods**

May be purchased to best advantage in our enlarged department, near Restaurant, Third Floor.

**LOVELY DRESSES  
FOR THE EASTER PROMENADE**

The trio sketched are new and very charming, but it would be unfair to the countless other dresses in our show cases not to mention that we have many more just as new and lovely, and just as moderately priced as these.

A—One of our new slip-over dresses that are a favorite novelty among Spring styles. This is of lustrous black satin gleaming with a thousand iridescent beads, ornamenting skirt, sleeves and round neck line; our reg. \$59.75 ..... **49.75**

B—Mignonette, one of the season's newest materials, fashion this artfully simple sports dress. The color is a rich Oriental blue with beautiful embroideries in self-tone silk. Our reg. \$64.75 ..... **57.50**

C—An enchanting dress of Havana brown taffeta links itself to Oriental modes with lines of head and gold embroideries on Georgette in most varied exquisite tones of rose, blue and yellow. Our reg. \$119.00 ..... **97.50**

**Spring Sale Specials****FOR MONDAY AND TUESDAY****Lawn Dressing Coats**

Pretty designs in blue, pink, lavender and black—and plain white—belted models—sizes 36 to 46—our regular \$2.18 ..... **1.73**  
Limit, two.

**Women's Bodices**

White or pink Windsor crepe, in floral or striped designs—elastic top and bottom—ribbon straps—our regular .68 ..... **.44**  
Limit, two.

**Extra Size Night Dresses**

Muslin or nainsook—round or V necks—wide embroidery and ribbon trimmed—our regular \$1.97 ..... **1.48**  
Limit, three.

**Children's Muslin Drawers**

Hemstitched hem and tucks—sizes 1 to 10 years—our regular .38 ..... **.26**  
Limit, 3 pair.

**Girls' White Skirts**

8 to 14 years—full skirted—deep hem—our regular \$1.68 ..... **1.34**  
Limit, three.

**Girls' White Dresses**

6 to 14 years—fine organdie, lace or embroidery trimmed—our regular \$2.94 ..... **2.27**  
Limit, three.

**Tots' Tub Dresses**

Fine white dresses in yokes, empire, or belted—all embroidered—t 66 years—our regular \$2.47 ..... **1.56**  
Limit, three.

**Tots' Rompers and Creepers**

Gingham and chambray, light and dark colors—sizes to 6 years—our regular \$1.47 ..... **1.00**  
Limit, three.

**Tots' Coats**

Navy blue serges—Empire, models shirred on yoke and belted—2 to 6 years size—our regular \$7.97 ..... **5.77**

**Tots' Hats**

Plain and fancy straw—in navy, brown, Copenhagen—sizes to 6 years—our regular \$1.97 ..... **1.54**  
Limit, two.

**Carriage Covers**

Embroidered silk, or hand crocheted—in dainty colors and designs—our regular \$6.97 ..... **4.94**  
Limit, two.

**Men's Handkerchiefs**

Half Dozen, 1.20—90—Large and soft finished—a fine value at this price—our regular .20—each ..... **.16**  
Limit, 1 dozen.

**Women's Handkerchiefs**

Plain—hemmed—an excellent value—our regular .75 ½ doz ..... **.55**  
Each .10  
Limit, 1 dozen.

**Marquise Panel Curtains**

2½ yards long—flit cluny and madeira design—our reg. \$4.94 ..... **3.66**  
Limit, 4 pairs.

**New Curtain Scrims**

Double border designs—white or beige—our reg. 35 ..... **.23**  
Limit, 20 yards.

**Utica Bleached Sheet**

2½ yards wide—our reg. \$1.34 ..... **.94**  
Limit, 10 yards.

**Crocheted Spreads**

Full size—four designs—our reg. \$3.97 ..... **3.00**  
Limit, 3.

**Striped Ticking**

Assorted stripes—for feather beds and mattresses—our reg. 47 ..... **.34**  
Limit, 10 yards.

**Sheets**

90x90 inches—first quality—no dressing—our reg. \$2.60 ..... **2.07**  
Limit, dozen.

**New Feather Pillows**

20x28—our reg. \$5.07 ..... **3.42**  
22x28—our reg. \$5.48 ..... **3.67**  
24x30—our reg. \$5.82 ..... **3.93**  
26x30—our reg. \$6.37 ..... **4.42**  
White goose and down filled—excellent quality tickings.  
Limit, 4.

**Reversible Comfortables**

Floral cambric with silk or satin insertions—cotton filled—full size—our reg. \$8.97 ..... **6.05**  
Limit, 3.

**Plaid Blankets**

Mostly all wool—66x80 inches—also white wool mixed blankets with contrasting borders—70x80 inches—our reg. \$12.94 ..... **9.00**  
Limit, 2 pairs.

**Bleached Domet Flannel**

and unbleached Canton flannel—heavy, fleecy nap—our reg. .38 ..... **.27**  
Limit, 10 yards.

**Sewing Silks**

Standard makes—50 yard spools—black, white and best colors—our reg. \$1.74 ..... **.74**  
Limit, 4 dozen.

**Snap Fasteners**

White and black—best sizes—our reg. .60 ..... **.27**  
Limit, 6 gross.

**White Castile Soap**

Large bar—limit 3 bars—our reg. .54 ..... **.42**  
Limit, 4.

**Stamped Nightgowns**

White—fine quality—five pretty designs for eyelet or solid work—all made except for embroidery—our reg. \$1.74 ..... **1.26**  
Limit, 2.

**Novelty Dress Voiles**

38-39 inches wide—splendid assortment of floral design—suitable for all dress purposes—our regular .37 ..... **.46**  
Limit, 15 yards.

**Chiffon Voiles**

44 inches wide—all newest Spring shades, including pink, coral, biscuit, various blues, nickel, amoke, navy heliotrope and black—our regular .73 ..... **.60**  
Limit, 15 yards.

**Brocaded Satin Linings**

Yard wide—all desirable colorings and two-tone combinations—for lining Spring coats and suits—our regular \$7.48 ..... **2.00**  
Limit, 15 yards.

**White Dress Voiles**

44 inches wide—a splendid quality, which cannot be duplicated in to-day's markets—our regular .60 ..... **.44**  
Limit, 15 yards.

**Hearn's Goodwear Long Cloths**

10-yard pieces—36 inches wide—a splendid fabric for women's, children's and babies' wear—our regular \$6.40 ..... **4.81**  
Limit, 2 pieces.

**Poirot Trills**

Finely woven, navy blue—all wool—50 inches wide—our regular \$5.28 ..... **4.00**  
Limit, 10 yards.

**All-Wool Tricotines**

Navy blue—54 inches wide—close, fine weave—splendid quality—our regular \$7.48 ..... **5.72**  
Limit, 10 yards.

**Mannish Serges**

All wool—54 inches wide—close, fine weave—serviceable quality—our regular \$3.25 ..... **2.35**  
Limit, 10 yards.

**Black Satins**

30 inches wide—fine, close face—soft finish—serviceable quality—our regular \$3.25 ..... **2.35**  
Limit, 15 yards.

**\$2.95 Crepe de Chines**

An especially good value for this price—40 inches wide—desirable street and evening shades—our reg. \$2.95 ..... **2.33**  
Limit, 15 yards.

**Dress Linens**

White—45 inches wide—fine weave—suitable for Summer apparel—our regular \$1.44 ..... **1.08**  
Limit, 10 yards.